

California 5 a Day Retail Program **FAQ's & Intervention Suggestions**

Questions Relating to Store Size:

If a qualifying store is too small for the floor stand display, how can we merchandise the store to count it as a participating store?

We realize that California stores do not have a “one size fits all” approach. We have developed new concepts for store materials and tested them with our target audience. We are in the contract stages to have the materials further developed and printed. Until these new approaches are developed, if a store is too small, you can order a variety of other materials to merchandise that store. This includes a counter top literature holder, posters, recipe cards, seasonality charts, cookbooklets, and t-shirts/aprons for the staff. If these other merchandising approaches are used for retail stores, you may count the store as a participating store. Think outside of the box when it comes to merchandising. A variety of elements can be used to expand the *5 a Day* message at retail. Work with the *Retail Program* to order materials for smaller stores.

Many of our stores are small and have just enough walking room to shop in the store. How would you recommend a food demonstration be done for a store like this?

When the weather permits, you can host a store front food demonstration or a parking lot event.

Some stores do not have a parking lot or any room for parking and most of their customers walk to the store. Would you recommend a food demonstration be done at this type of store?

If the store does not have a parking lot or space outside, our recommendation would be to merchandise that store and host a food demonstration at another store with more space for your intervention.

Questions Relating to Qualifying Stores for Interventions:

Are *Regions* and *Campaigns* allowed to use the block group economic indicator to qualify retail stores for interventions?

It is fine for any *Network* funded project to use census block group data that is now available on our GIS system. The census block group data is just a smaller unit of measure (multiple block groups make up a census tract), and utilizes the same US Census income data. As with census tracts, block groups containing 50% or more of the population at 185% FPL would qualify. Please note, however, that the block group income data is only available in “all races,” and does not have ethnic specific breakdown by income as contained in the census tracts data layers.

Are we allowed to merchandise qualifying stores without produce items, such as a corner store, or does a variety of produce need to be available in the store to qualify for 5 a Day Retail Program interventions?

The *Program* promotes canned, frozen, dried, juiced, and fresh produce items. You may work with a store that sells one or all of these items. It is up to you. The only unallowable place to facilitate retail activities are stores located in non-qualifying census tracts.

Can we use different ethnic demographic layers for the *Regional 5 a Day Retail Program*, instead of just the "all races" layer, if we use culturally appropriate materials for merchandising and food demonstrations?

It was established that the regions may work with all of the racial GIS criteria to qualify a store for interventions. All of our materials are bi-lingual and resonate well with multicultural audiences.

Some of the stores, which are located in a qualifying area, are primarily patronized by customers that do not fall under an existing *Campaign*, such as the Asian population. Would you recommend that we work with these stores, even though we do not have culturally appropriate materials to merchandise or do food demonstrations?

We currently do not have culturally appropriate Asian language materials, however we are in the formative stages of our *Asian 5 a Day Campaign*. You can merchandise the store and work with a local partner, who understands and can communicate with the community to host a culturally relevant food demonstration. You can also work to promote the availability of fruits and vegetables among low-income African American and Latino consumers. Remember that you should be encouraging our target audiences to seek out sources of fruits and vegetables in their neighborhoods.

There are qualifying stores in our area that are not always the stores where the target population chooses to shop. Can we utilize surveys to qualify stores?

You may work in ANY store that meets our qualification criteria, meaning the store must be located in qualifying low-income census tract (50% at \leq 185% FPL). Unfortunately, survey data cannot be used to qualify stores for outreach. It will be the *RNN/Campaign's* responsibility through cross promotions and media outreach to drive target populations to the qualifying stores.

Questions Related to Program Materials:

Is there a 5 a Day Retail Program tent available through the state for outside food demonstrations?

The *Latino*, *African American*, and *Power Play!* Campaigns have tents available for interventions. You can leverage your *Campaign's* tent for use at outside food demonstrations. Be sure to verify your specific county environmental requirements for outdoor food demonstrations before you proceed.

The 5 a Day Retail Program food demonstration table is very nice, but for certain staff it is too heavy and too big to transport. Are food demonstrations allowed at the store using a different table?

Yes, you are allowed to provide your own equipment for food demonstrations.

Is there a table cloth for the 5 a Day Retail Program and if not, will one be created soon?

There is not one developed at this time, however, you may use *Latino/African American Campaign* table cloths to complement your events. In addition, the *Power Play! Campaign* provided plain red table cloths to the regions that may be used.

How are we supposed to use the Express Lane Tour Cards for the 5 a Day Retail Program?

The cards were developed to be a tool for nutrition education at the point of purchase (i.e. store tours and food demos). This tool is for the specific use by nutrition educators. You should have received three supporting documents: Introducing: Express Lane Tours, Express Lane Tour Card Spec Sheet, and the Ready, Set, Go! document to assist you in the use of these cards. These resources are available on the *5 a Day Retail Program* Web site under the Express Lane Tour Card page. http://www.dhs.ca.gov/ps/cdic/cpns/retail/retail_tours.htm

Can donations be received from wholesalers or other stores outside of where a food demonstration is being conducted?

You may obtain food from wholesalers as donations. However, if you are hosting a food demonstration at a store, it is advised to ensure that you are using products that people can buy while they are there. As you are well aware, the goal of hosting food demonstration is to empower consumers to purchase and consume what is being demonstrated. It would not be beneficial for a consumer to learn about healthy eating and then not be able to buy it where he/she sampled it.

Is the 5 a Day Retail CD-Rom available?

No. This resource is extremely outdated and we are no longer using this tool. If there are questions, please contact the *Retail Program*.

Is 5 a Day Retail in-store audio available?

In-store audio scripts are available from the *5 a Day Retail Program*. Stores can use the audio scripts to create their own recordings to play in the store. Actual audio files are currently not available. The old audio files are out of date with the mention of 5-9 servings.

Questions Related to Program Activity Coordination:

Since every Campaign has a Retail component, what is the purpose of the *Regional 5 a Day Retail Program*? Some regions have a lot of overlap in the qualifying census tract areas and this makes it more difficult to host stores.

The purpose of requiring *Regional 5 a Day Retail Program* interventions is to spread the reach of the *5 a Day Campaign*. The Regional Program is intended to reach audiences outside of where the *Latino*, *Power Play*, and *African American Campaigns* are working. The reason that crossover is not permitted is so that we are merchandising more stores in more areas throughout the regions and not all concentrate on one particular area or community.

The *Power Play Campaign* may host food demonstrations in those stores that are recruited and maintained by *African American*, *Latino* and Core 1. However, food demonstrations may not be held jointly and should be scheduled on different days and times to reinforce the *Power Play!* message at the point of purchase. *African American*, *Latino* and Core 1 may not merchandise or host food demonstrations in the same stores.

As documented in the SOW, *RNNs* should coordinate with LIAs. This may also include LIA crossover into the retail arena. *RNNs* and LIAs may host food demonstrations in the same qualifying stores. However, food demonstrations may not be held jointly and should be scheduled on different days and times to reinforce the message at the point of purchase.

Can an organization claim exclusivity on a store chain?

No. The *Network* encourages coordination amongst *RNN* Lead agencies, *5 a Day Campaigns* and subcontractors, and Local Incentive Awardees in providing *5 a Day Retail Program* activities to stores. Organizations may not claim exclusivity on a store or chain of stores; that said, it is important that all organizations provide the *5 a Day Retail Program* activity information, coordinate their approach with other funded organizations, and provide information on communications and interactions with store personnel and management to ensure a professional relationship.

Talking Points for *5 a Day Retail Program* Pitching

Community Connection

- Partnership with the *California 5 a Day Retail Program* gives you the chance to raise awareness, invest in your community's future, and give back to your customers. Local *5 a Day* leaders are available to assist you in building and maintaining community-based public-private sector partnerships. They also help implement and maintain bilingual POS materials, as well as food demonstration and promotional activities.

Positive Company Image

- Involvement with the *5 a Day Retail Program* communicates to your business partners, community leaders, and consumers that you are committed to improving the health of your neighborhood and inspiring healthy change in your community.

Potential Sales Increases

- The work of the local *5 a Day* communities in our state are affecting consumption. Initial research completed in 2000 shows that fruit and vegetable consumption increased when Latino adults were exposed to the *5 a Day* message at a variety of locations in the community using a combination of intervention channels, including retail based activities.¹ In addition, research completed in 2001 indicated that over 97% of retailers surveyed believed that *5 a Day* activities would increase produce sales!²

1. Backman D, Gonzaga GC. *Media, Festival, Farmers'/Flea Market, and Grocery Store Interventions Lead to Improved Fruit and Vegetable Consumption for California Latinos*. California Department of Health Services and Public Health Institute. Sacramento, CA: 2003 report.

2. CDHS. *5 a Day Retail Merchandising Evaluation*. Sacramento, CA: 2001 Report. Prepared by Loma Linda University.